



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test – II April 2025
Semester –VI

Class: III UG
Major: B.Com (CA)

Time: 2 Hours
Max. Marks: 60

21BCCC28 - BUSINESS COMMUNICATION

- CO1: Apply Business Communication strategies and principles to exchange information
CO2: Learn to write business letters
CO3: Attain oral communication skill for effective oral presentation
CO4: Acquire skills to prepare reports
CO5: Enrich written communication skill for employability

PART – A

Choose The Correct Answer

(6x1= 6)

1. An Advertisement letter is associated with (CO3 K1)
a) Debtors b) Creditors c) Company d) Customers
2. Document contains your personal and additional information about your qualification, experience and skills is known as (CO3 K3)
a) Hands out b) Curriculum Vitae
c) Sales letter d) Application letter
3. Communication that contains the decision of the meeting (CO4 K4)
a) Amendment b) Resolution
c) Minutes d) Debate
4. List of items to be discussed and decided in a meeting is called as (CO4 K4)
a) Resolution b) Minutes
c) Invoice d) Agenda
5. Words that have more than one meaning are called as (CO5 K5)
a) Equivocal terms b) Jargon
c) Trigger words d) Biased language
6. Example of visual Communication (CO5 K5)
a) Letter b) Telephone c) E mail d) signals

PART – B

(Answer should not exceed 400 words) (3x6=18)

7. a) Draft a letter to the candidates who have applied for the post of "Data entry" to appear in a written test. (CO1 K2)
(Or)
b) Point out the guidelines to be followed while writing a public relation letter. (CO1 K3)
8. a) Explain the characteristics of report. (CO2 K2)
(Or)
b) Draft an agenda for the statutory meeting of wilton Ltd. (CO2 K3)
9. a) Write a note on effective presentation skills. (CO3 K3)
(Or)
c) Explain the Essentials of a good speech. (CO3 K2)

PART – C

(3x12= 36)

(Answer should not exceed 800 words)

- 10a) Write a letter to venus &Co. to enquire about the delay in shipment of goods ordered on behalf of your concern and draft suitable reply letter. (CO3 K3)
(or)
c) Draft a covering letter and resume for the post of assistant manager in Global InsuranceLtd. (CO3 K3)
11. a). Explain the kinds of business report in detail. (CO4 K4)
(or)
b) Draft the minutes of Annual General Meeting of SAI Textiles Ltd. (CO4 K4)
12. a) Discuss about the factors affecting presentation. (CO5 K5)
(or)
b). Write an essay on the recent implementations in banking sector. (CO5 K5)

Number of Copies: 56